

MAINE STATE LEGISLATURE

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L.D. 1727

Date: 6/6/25

(Filing No. H-544)

HEALTH COVERAGE, INSURANCE AND FINANCIAL SERVICES

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**STATE OF MAINE
HOUSE OF REPRESENTATIVES
132ND LEGISLATURE
FIRST SPECIAL SESSION**

COMMITTEE AMENDMENT "A" to H.P. 1154, L.D. 1727, "An Act to Ensure Transparency in Consumer Transactions Involving Artificial Intelligence"

Amend the bill by striking out everything after the enacting clause and inserting the following:

'Sec. 1. 10 MRSA c. 239 is enacted to read:

CHAPTER 239

COMMUNICATIONS WITH CONSUMERS VIA ARTIFICIAL INTELLIGENCE

§1500-Y. Required disclosure of use of artificial intelligence chatbot to engage in trade and commerce

1. Definitions. As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

A. "Artificial intelligence chatbot" means a software application, web interface or computer program that simulates human conversation and interaction through textual or aural communications.

B. "Trade" and "commerce" have the same meaning as in Title 5, section 206, subsection 3.

2. Required disclosure of use of artificial intelligence chatbot to engage in trade and commerce. A person may not use an artificial intelligence chatbot or any other computer technology to engage in trade and commerce with a consumer in a manner that may mislead or deceive a reasonable consumer into believing that the consumer is engaging with a human being unless the consumer is notified in a clear and conspicuous manner that the consumer is not engaging with a human being.

3. Violation. A violation of subsection 2 is a violation of the Maine Unfair Trade Practices Act.'

COMMITTEE AMENDMENT

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COMMITTEE AMENDMENT "A" to H.P. 1154, L.D. 1727

1 Amend the bill by relettering or renumbering any nonconsecutive Part letter or section
2 number to read consecutively.

3 **SUMMARY**

4 This amendment replaces the bill. The amendment prohibits a person from using an
5 artificial intelligence chatbot to engage in trade or commerce with a consumer in a manner
6 that may mislead or deceive a reasonable consumer into believing that the consumer is
7 engaging with a human being unless the consumer is notified that the consumer is not
8 engaging with a human being. The amendment also clarifies the language used in the bill
9 to be consistent with language used in the Maine Unfair Trade Practices Act.

10 **FISCAL NOTE REQUIRED**

11 (See attached)

COMMITTEE AMENDMENT



Approved: 05/23/25 **LRL**

132nd MAINE LEGISLATURE

LD 1727

LR 2313(02)

An Act to Ensure Transparency in Consumer Transactions Involving Artificial Intelligence

Fiscal Note for Bill as Amended by Committee Amendment 'A' (H-544)
Committee: Health Coverage, Insurance and Financial Services
Fiscal Note Required: Yes

Fiscal Note

Minor cost increase - General Fund
Minor revenue increase - General Fund

Correctional and Judicial Impact Statements

This bill may increase the number of civil suits filed in the court system. The additional workload associated with the minimal number of new cases filed in the court system does not require additional funding at this time. The collection of additional filing fees will increase General Fund revenue by minor amounts.